A "MASSIVE" BED AT PISER'S EMPORIUM BEFORE AND AFTER BUYING

One Price in Print, Another in Practice

(Continued from page 16)

we were not "stung" to anything like the extent to which the average and inexpert shopper suffers. For the bed could be reasonably reckoned as a \$6.50 article, although one expert states that it can be bought as low as \$5.50. Therefore we were actually penalized, at most, less than \$1.50, though the aviating mattress would have bettered this had we not been obdurate.

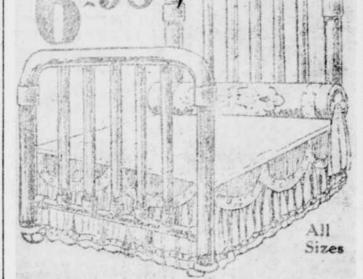
Upon subsequent consideration of the purchase as delivered, by the side of the advertising picture, one of The Tribune purchasers, with a witness, revisited the northern haunts of Piser and called the attention of the salesman who had waited upon him to

the painful discrepancy between fact \$as represented by the purchased bed himself "Friend of the People." What and fiction as represented by the pict- it costs the People to have Mr. Michaels him, and this dialogue ensued.

"I didn't sell you the bed, anyway."

"I paid you for it." to the other feller."

ured bed. The salesman was ready for for their Friend (on the instalment blan) has already been indicated in a previous article on instalment clothing. The Damon and Pythias arrangement "Dunno who paid for it. I sold it is no more advantageous in the matter of furniture. Attracted by the display of pleasing pictures in the Sunday American (Mr. Hearst, being something



The bod in the advertises of a Princip plantary in the Souther State of the Prople Shared in the State of a Princip of the State of the Prople Shared in the State of a Princip of the State of the Prople Shared in the State of a Princip of the State of the State of the Princip of the State of

at the Ludwig Baumann & Co. store.

"This mays \$10."

"Oh." said the salesman, wearily:
"Oh." said the salesman, wearily:
"That's for the frame. The cushions

"Oh," said the salesman, wearily:
ciceronage of a salesman named Weiss,
the Tribune investigators were taken
to the second floor, where, amids a
number of parlor suites, one was seen
which was a duplicate of a set on sale
at the Eighth Avenue store of Ludwig
Baumann for \$69.74. The suite, before
which the Tribune purchasers haired,
carried the red tag which, the salesman
explained, indicates an advertised ar
ticle. And sure enough, it had been
advertised in the World of two days
previous, as a "gehuine leather parlor
suite" of sofs, arm chair and arm
rocker, regular price \$100, for sale at

m show windows, see to it that a match the representations do not, if one price is offered other asked, remember this:

MISS HIBBARD Singling PROPER VOICE PLACEMENT A SPECIALTY two prices you will always get

BRITAIN MEETING SIEGE CONDITIONS

Voluntary Movement of Economy and Thrift in Food, First Step

and the Allies are confident the

and the Allies are consident they can stay the limit.

"The German declaration is pure ter-rorism." Such is the opinion of a gov. erument official, expressed to-night. The official writes further:

"The German declaration does not represent any actual increased power

destroy our supplies or transports rmany has done as much as has lain thin her power for weeks and onths. What she can do, and what

ment, this climax, is savagery. It bears the same relation to civilized warfare that torture bears to justice.

Worse Than an Ultimatum "It is far worse than an ultimatum to a government, for governments have

he right and the duty to be coward when faced by overwhelming strengt but this is worse, because it is a dire oppeal to individual cowardice; he

GFRMANS BEND

RUSSIAN LINE

Cars Check Assaults Near Riga

London, Feb. 1.-The Germans delivered three strong armetes against the Russian lines near the Kalazem highroad west of Rign, contactor, obtain trems right famil of the Russian free was bent back, but a quick counter !

thing. Petrograd announces that the success of the Eussian stand was due

Fighting on the West front was confined to aerial engagements and patrol encounters. Two German aeroplanes were brought down by French land guns on the Aisne. The Belgians best off several German attempts to penetrate their lines.

Soon and intense cold on the Re-

Snow and intense cold on the Re-

righteen enemy schooners in the cours

COUNTRY SPURRED BY KAISER'S THREAT

Every Individual Aiding Steady Organization on War Basis

By ARTHUR S. DRAPER

[By Cable to The Tribune] London, Feb. 3.-Britain is losing ime in meeting the conditions of a beleaguered country. The first step is teh introduction of a voluntary movement of economy and thrift in food, with food tickets a possibility only if the honor system fails to reduce the consumption to a point where the suppression of the point where the point w

Under Lord Davenport's scheme, a

Under the voluntary system the But Czar's Armored Motor

are being enlisted is appreciated by any one in need of a servant. Thousands of servants have deserted their domestic duties and become muntions workers, not because of bigger wages or better hours, but because this is the people's was not the cause this is the people's was not the cause this is

they had anything like the bed in window advertised at \$19.98, Mr. rstone didn't know of it. The windign "Everything Sold at Sale is" didn't seem to extend its sphere fluence to the upper floor. So the bed, code-marked \$27.00, was purd for \$34.50. No cash discount, on this extravagant price, was of though it was a cash deal. and a peace that will make impossible the fered, though it was a cash deal.

The bed is of steel tubing with a heavy brass coating. A fair retail price for it would be \$22.00. Therefore the extra cost to the public of that picture admit that war does not pay.

forced by a ruler who, when trapped and cornered, preferred to violate all the rules of God and man rather than admit that war does not pay.

Germany Taking a Last Chance

When a pugilist, weakened by constant hammering and exhausted by his fufile efforts to reach a vital spot in his adversary, lowers his guard and

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WOMAN LEADS IN RECRUITING She Wins Prize for First Marine En listed in Postmasters' Campaign Woman is rapidly gaining on her masculine rivals in military affairs. A postmistress, like Joan of Arc, leads in the lure of the fighting man, in the activities of the postmaster campaign for recruits for the United States Ma-rine Corps. The first person to re-

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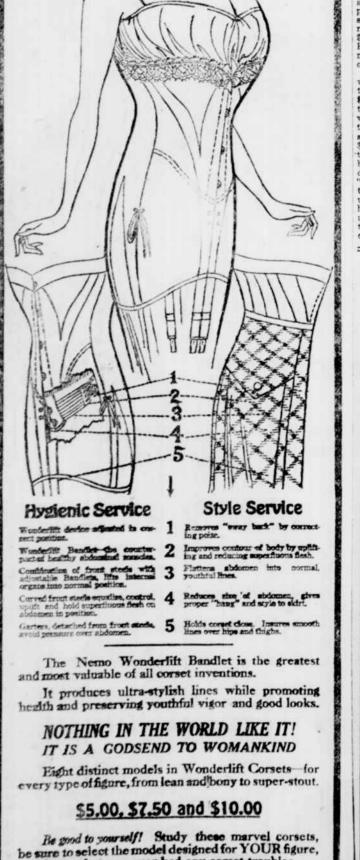
Metropolitan Opera House, 1435 Broadway, M. F. BORNEFELD TEACHES

Theodora Ursula Irvine

Harry J. Clark ARTIST

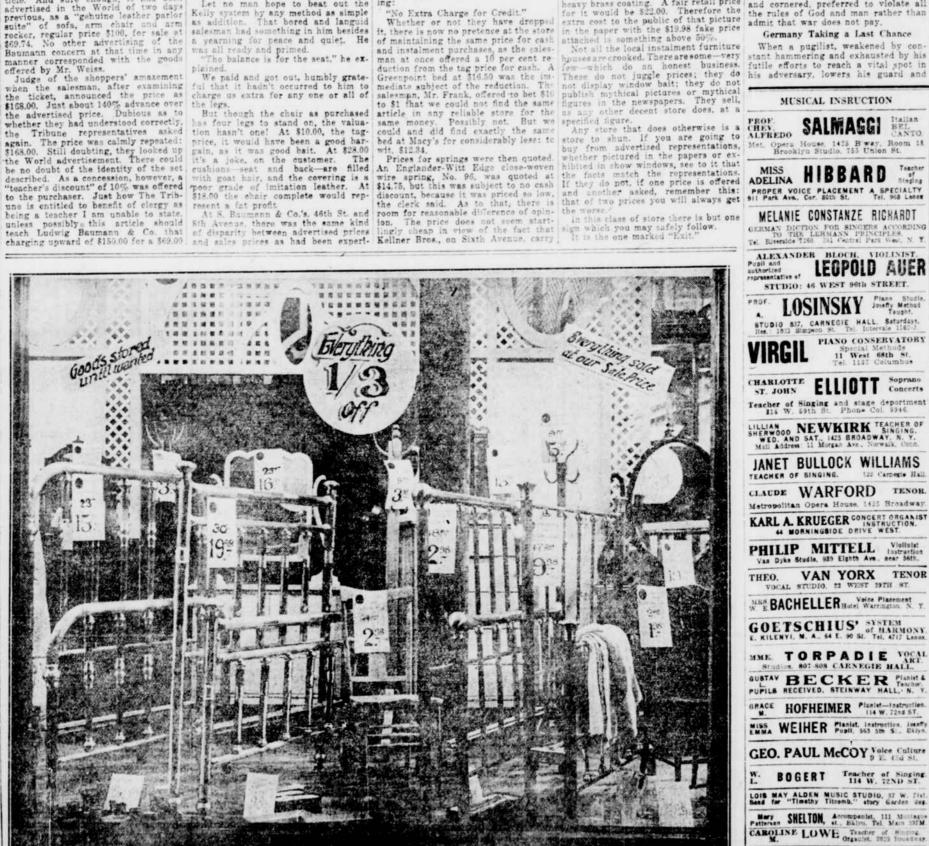
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ARTHUR PHILIPS Toucher of Singing A. FRECKELTON, Jr. Tall &



and forget that you ever had any corset-troubles.

Good Stores Everywhere



re's accountic had that jumped from \$30 to \$19.98 in the window and back to \$34.50 on the